

Collaborative Spaces

Research Plan

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INTRODUCTION

The following document outlines our plan to evaluate and understand Collaborative Spaces. This goal will be achieved by conducting a variety of primary research activities with 12 interviewees [10 Users, 2 Subject matter experts] over 8 weeks [March 13th - May 8th] in San Francisco.

The completion of this program will result in a prototype of a new-product/service that attends the needs of Impact Hub. This goal will be accomplished via primary and secondary research, observations, immersions, contextual interviews, subject matter expert interviews, participatory design, and collecting data, photos/videos/audio].

The findings from this research will help us to:

- Understand the universe of Collaborative Work Spaces
- Analyse the Impact Hub ecosystem and their existing solutions
- Reveal opportunities within the context of collaborative spaces
- Design solutions related with those opportunities
- Prototype and evaluate one of ours design ideas

Proto-Hypothesis:

We want to understand how collaborative communities will evolve over time to change how traditional office spaces work and product goods for their greater communities.

RESEARCH OBJECTIVES

Impact Hub is both a digital and physical community that encourages collaboration through knowledge exchange in hopes of spreading impact within their localized communities. They achieve this by creating a space which allows for goal aligned people to connect in ways which propels their ideas. This engagement better the community by through the impact of local projects

Objective:

To understand what Impact Hub users value today, what makes it successful, and how to scale this success to new business ventures.

This research was as objective:

- **Understand the universe of Collaborative Workspaces**
- **Analyze the Impact Hub ecosystem**
- **Evaluate existing solutions within collaborative workspaces**
- **Reveal opportunities within the context of collaborative spaces**
- **Determine rate of knowledge exchange and the value to the communities**
- **Investigate the value of 'impact' within these communities**
- **Investigate how working in these spaces affects the potential output and workflow**
- **What compels users to become engaged in the community**

Proto-Hypothesis:

We want to understand how collaborative communities will evolve over time to change how traditional office spaces work and product goods for their greater communities.

Proto Ideas:

Zones to work in:

Quiet Zones

Feedback Zones

Collaboration Stickynote Zones

Ect Zones

BlackBox:

A feed of what is going on (similar to facebook's internal newsfeed)

Participant Criteria

Impact Hub was as audience all sort of professionals of many fields in an international scale. This research will seek professionals with different backgrounds in order to have a substantial amount of data about their experience.

General Targets

14 Recruits total

- 12 to test
- 2 additional recruits to cover cancellations or no-shows

All recruits must satisfy these criteria to be considered for this study.

Demographics

- Ages Any seeking to have extremes as 1 interviewee younger than 18yo and 1 interviewee older than 65yo)
- Seek an even mix 50/50 of females to males
- A Wide spectrum of nationalities

Members of collaborative workspace community

- Feels comfortable to work in a collaborative environment
- Spend at least 4 hours a week in a collaborative workspace
- Willing to make new professional connections sharing knowledge and ideas
- Abiding fear of losing images

Prospective Startup Builders

- aka justin ponczek and seth gold
- Idealistic entrepreneurs and previous business owners
- Soon to be CEO's currently in the struggle (ben horowitz)

Management / Employee

- Works at The Hub
- Is well versed in collaborative consumption
- Experience with membership management
- Event organizing for non members

Exclusions (see screener)

- Loners
- Introverts
- Selfish users (ladder climbers)
- apple employees
- Non-Collaborators

Specific recruitment criteria

We seek participants that fall within 4 criteria sets for this study.

Target personas

- Justin - Prospective Entrepreneur
- André - Social Engaged Activist
- Augusto - Traveler
- Lauren - Local Community Manager
- Valquiria - Connected Professional

The following matrix lays out the target criteria for each of the four profiles.

Name	Age	Education	Goal	Persona

Justin	18+	Any	To build a company and learn as much as he can from everyone.	Prospective Entrepreneur
André	25+	Undergraduate +	To confront social issues, and make change.	Social Engaged Activist
Augusto	35+	Masters +	He wants to have access to consistent resources while traveling.	Traveler
Lauren	20+	Undergraduate +	Wants to better the community while maintaining it.	Local Community Manager
Valquiria	30+	Undergraduate +	To be successful	Connected Professional

METHODOLOGY

To achieve the goals of this research we are proposing the following range of research activities during the 8 weeks of this project. The combination of this activities would give is a rich understanding of the process.

Research activity	Methods and Tools	Value	Location	Duration
Primary Research	In-Field Observation		Impact Hub	2h
	In-Field Observation		Competitor 1	2h
	In-Field Observation		Competitor 2	2 h
	Contextual Inquiry		Impact Hub	2h
	“Fly-on-the-Wall Observation” †		Impact Hub	2h
Secondary Research	Competitive landscape and Trendsrapes.		Impact Hub & Competitors	7 days
	Immersion		Impact Hub	1h
	Immersion		Competitor 1	1h
	Immersion		Competitor 2	1h
Participatory Design Sessions (PDS)			Impact Hub & Competitors	30 minutes

† Excerpt From: Bella Martin & Bruce Hanington. “Universal Methods of Design.” iBooks. Mar<https://itun.es/us/hk7ff.l>

Schedule

Dates	March 16th - April, 2014
	Primary Research

Timing	<p>Week of March 13th</p> <ul style="list-style-type: none"> • 5:30 - 7:00 pm <p>Week of March 20th</p> <ul style="list-style-type: none"> • 9:00 - 10:30 am <p>Week of March 24-28th</p> <ul style="list-style-type: none"> • 11:30 - 1:00 pm <p>Week of April 3rd</p> <ul style="list-style-type: none"> • <p>Week of April 10th</p> <ul style="list-style-type: none"> • <p>Week of April 17th</p> <ul style="list-style-type: none"> • <p>Week of April 24th</p> <ul style="list-style-type: none"> • <p>Week of May 1st</p> <ul style="list-style-type: none"> • <p>Week of May 8th</p>
Incentives	Our everlasting gratitude and knowledge.
Location	Impact Hub, Competitor 1, & Competitor 2

Debrief Sessions

After the testing sessions are completed, all observers will meet for an intense 1 hour session to compare notes, seek patterns, and provide initial reactions to the research. This provides initial take-aways and raises questions to be considered in more depth through the synthesis process to follow.